

**REMARKS**

Claims 1-10 are pending in this application. By this Amendment, claims 1, 9 and 10 are amended for better clarity and to recite additional features disclosed in the specification at, for example, paragraph 0045.

Reconsideration of the application is respectfully requested.

The Office Action rejects claims 1-10 under 35 U.S.C. §112, first and second paragraphs. Claims 1, 9 and 10 are amended for better clarity, as discussed above. Accordingly, withdrawal of the rejections of claims 1-10 under 35 U.S.C. §112, first and second paragraphs is respectfully requested.

The Office Action rejects claims 1-10 under 35 U.S.C. §103(a) over U.S. Patent No. 6,542,161 to Koyama et al. ("Koyama") in view of U.S. Patent No. 6,914,615 to Okada et al. ("Okada"). This rejection is respectfully traversed.

It is respectfully submitted that both Koyama and Okada are directed to generating gradation levels of subpixels. They do not disclose shifting subpixels in addition to generating gradation levels of the subpixels. Thus, they do not disclose or suggest shifting or not shifting subpixels constituting pixels by a predetermined number of subpixels depending on whether or not an area corresponds to a pattern including a diagonal line of pixels, as recited in claim 1, and similarly recited in claims 9 and 10.

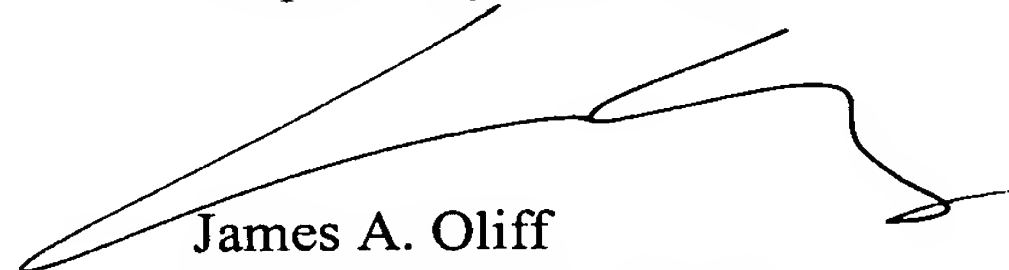
When rejecting claims 2 and 3, the Office Action asserts that Koyama discloses shifting of brightness levels at col. 11, lines 25-38. However, such a shifting appears to be a consequence of gradation level generation. In particular, Koyama and Okada appear to disclose that such a shifting occurs all the time, regardless whether a horizontal, vertical or diagonal line is identified. Such a shifting does not depend on whether or not the area corresponds to a pattern.

In view of the above, Koyama and Okada, either individually or in combination, do not disclose or suggest the subject matter recited in claims 1, 9 and 10, and claims 2-8 depending therefrom. Accordingly, withdrawal of the rejection of claims 1-10 under 35 U.S.C. §103(a) is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-10 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



James A. Oliff  
Registration No. 27,075

Gang Luo  
Registration No. 50,559

JAO:GXL/ldg

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**OLIFF & BERRIDGE, PLC**  
**P.O. Box 19928**  
**Alexandria, Virginia 22320**  
**Telephone: (703) 836-6400**

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